

WHAT IS CLAIMED IS:

1. A business procedure for mediation of vending between a vendor for vending an objective and a mediator agent by making a competitive price assessment with minimum guarantee which comprises the steps, each undertaken by the vendor, of:

(a) registering the objective for vending offered by the vendor in a registration system operated by an operating organization;

(b) selecting and appointing at least two mediator agents registered in advance as a member in the operating organization;

(c) providing the selected mediator agents with information relative to the objective for vending by mediation and ratios of a guaranteed minimum price or an amount of breach penalty payable by the mediator agent, a price for obligatory acceptance by the vendor or an amount of breach penalty payable by the vendor and the price for exemption of the mediator agent from obligation for minimum guarantee each to the assessed price to be made by the mediator agent;

(d) receiving a bid of an assessed price of the objective for vending from each of the mediator agents selected in step (b) and information on the business profile of each of the mediator agents to appoint at least one of the mediator agents for conclusion of a mediating contract; and

(e) receiving, from the appointed mediator agent, recommendation of a candidate vendee.

2. The business procedure for mediation of vending as claimed in claim 1 in which, after conclusion of a mediating contract in step (d),

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the appointed mediator agent has an obligation to purchase the objective for vending by himself at the guaranteed minimum price or to pay the breach penalty payable by the mediator agent to the vendor if the mediator agent fails to recommend a candidate vendee who wishes to purchase the objective at a price not lower than the guaranteed minimum price.

3. The business procedure for mediation of vending as claimed in claim 1 in which, after conclusion of a mediating contract in step (d) and recommendation of a candidate vendee who wishes to purchase the objective at a price not lower than the guaranteed minimum price in step (e), the vendor has an obligation to pay the breach penalty payable by the vendor to the mediator agent if the vendor refuses to vend off the objective to the recommended vendee.